

TEAM CAPTAIN GUIDE:

HOW-TO TIPS TO LEAD YOUR TEAM

Thank you for being a Team Captain

By stepping up as a Team Captain for the Purple Walk on June 20th, you're doing something meaningful.

You're bringing people together in support of individuals and families living with epilepsy and helping ensure they have access to the programs, support, and community they rely on.

Below is some advice, but don't worry – you don't have to do it all and it's not about perfection. Showing up, reaching out, and encouraging your team goes a long way.

HOW TO GET STARTED



- Invite 5 to 10 people you know to join you
- If you're able, donate to your page to get things rolling
- Send your first message early – don't wait
- Let your team know why this matters to you

Getting started early makes everything easier – trust us!

WHO CAN YOU INVITE?



Start with people already in your life:

- Friends and family
- Coworkers
- Neighbours
- Teammates or classmates

You don't need a long list. A few thoughtful invites can go a long way!

SET A TEAM GOAL



Setting a goal for your team can really help motivate – here are some examples:

- 5 team members or more
- Each member raises around \$200
- Reaching a goal of \$1,000 together

You can absolutely aim higher, but what matters most is:

- Setting a goal
- Talking about it
- Working toward it together

LEAD BY EXAMPLE



When you take action, your team is more likely to do the same.

- Make a donation
- Send your first ask
- Share why you're walking

People will follow your lead, especially if it feels genuine.

STAY CONNECTED WITH YOUR TEAM



Simple check-ins can make a big difference:

- Welcome new team members
- Share updates on your progress
- Encourage teammates who haven't started fundraising yet

Think of it as staying in touch, not managing.

ENCOURAGE, DON'T PRESSURE



Being a great captain isn't about pushing people; it's about creating a supportive, comfortable space for people to participate in their own way.

A simple message like: *"Hey, just checking in, let me know if you want help getting started!"* can be all it takes.

CELEBRATE PROGRESS ALONG THE WAY



Take time to recognize:

- Your first donation
- When your team hits halfway to their goal
- When someone reaches their goal

A quick message like: *"We just hit \$500! Thank you, everyone!"* helps build energy and momentum. **Small moments matter.**

KEEP IT SIMPLE



A few small actions can make a **BIG** difference:

- Invite at least 5 people
- Send short and sweet messages
- Check in and send reminders
- Say thank you

That's how teams grow.

That's how fundraising builds.

And that's how we show up together for the epilepsy community!

